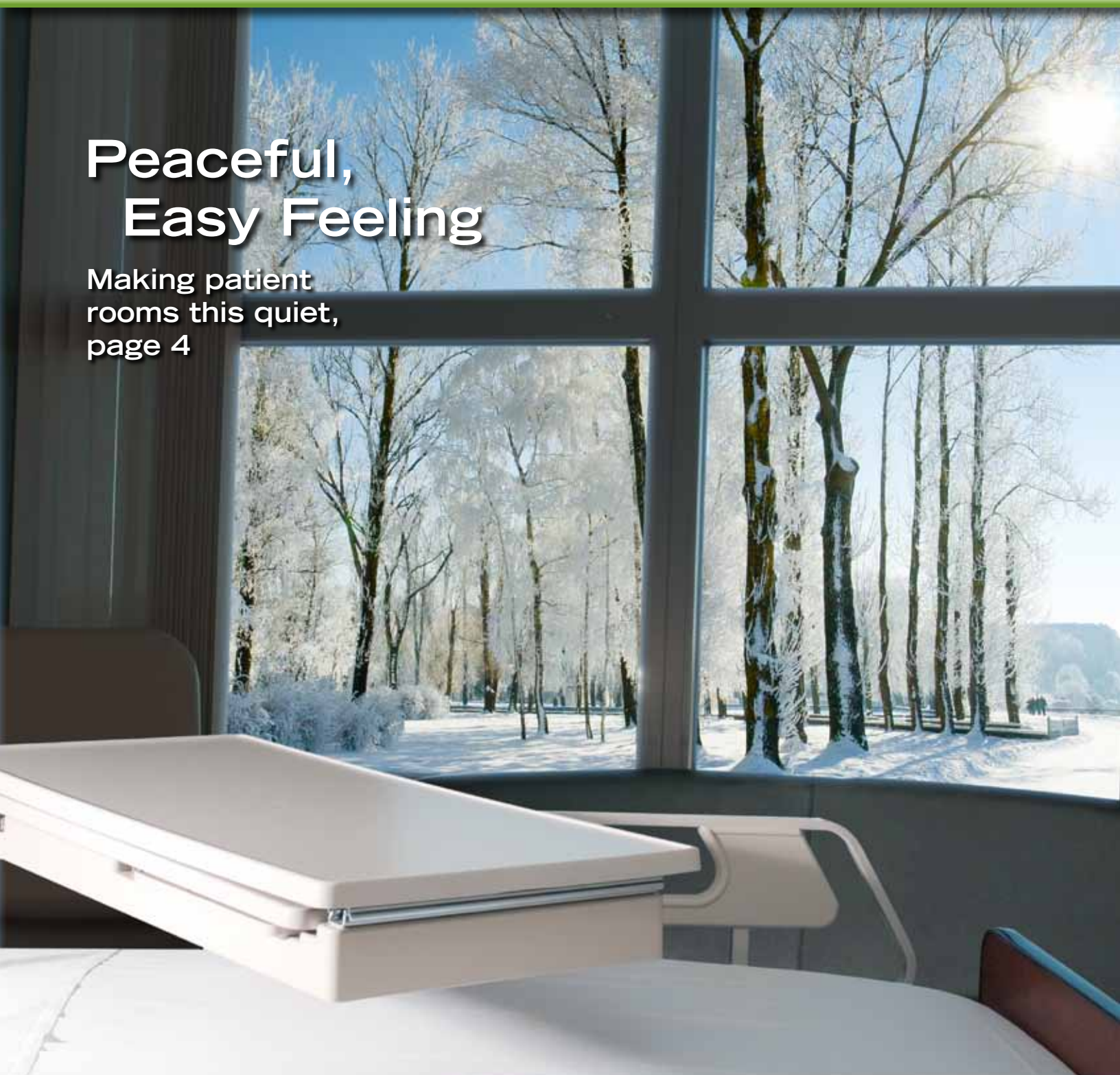


DECEMBER 2010

# CheckUP

## Peaceful, Easy Feeling

Making patient  
rooms this quiet,  
page 4



## INSIDE THIS ISSUE

### Five Things About Harry Lukens (and his team) 3

He's one of the world's best CIOs

### Quiet Please... Healing in Progress 4

Creating silence in patient rooms

### Recruiting the Next Physician Leaders 6

Our SELECT partnership with USF

### Forming Bonds Through Communication 8

AIDET reduces anxiety and builds loyalty

### Creativity in Diversity 10

Fun ways to care for diverse cultures

### She Encourages Women 11

Renae Barndt Stonehouse ensures  
women get mammograms

### Be an Advocate 12

Get the distracted driving app

### A Guide to Our Care 13

Providing cool heart attack care

### What's Happening 14

Park smart at Lehigh Valley  
Hospital-Cedar Crest

### Service Star of the Month 15

Suzie Olall, R.N., supports a colleague's  
ill daughter

### Service Anniversaries 16

Colleagues celebrate their  
years of service



## Cultivating a Place Where Innovation Thrives

### It takes teamwork to implement new ideas

Great ideas can come from anywhere, but it takes the right team to put them into action. Here's an example. As some of you may know, I have two Labrador retrievers at home, so I subscribe to a magazine about the breed. In one of the issues, I happened to read about a portable ultrasound machine that's about the size of a flashlight—and I wondered if there was anything similar for humans. I brought it up at one of the Wild Ideas meetings we have in information services (I/S). There was some hooting and hollering (we have a strict no snickering rule), but people volunteered for a team to look into it. They did their research and discovered the Food and Drug Administration had approved a portable ultrasound device. Today we're using it to care for some select critically ill patients.

At our Wild Ideas meetings, we live by a "no idea is a dumb idea" rule. In these meetings, we foster an environment where people are free to share any crazy idea they want. We get ideas from conferences, vendors, other companies, trade publications—and apparently even magazines about dogs. All of this creates an atmosphere where innovation thrives and teams are encouraged to find ways to effectively implement their ideas. The Global Chief Information Officer Executive Summit says that's one of the reasons they selected me as a Top 10 Breakaway Leader. While it's an honor to be recognized with CIOs from companies like Starbucks, Honda and United Airlines, the award is about the I/S team, not me. Innovation takes teamwork, and that's evident not just in the I/S department but throughout our health network, as you'll see when you flip through this *CheckUp*.

One example is the way we're changing medical education through our partnership with the University of South Florida College of Medicine (see story on page 6). Together, leaders from both organizations worked to develop distinctive curriculum for the SELECT (Scholarly Excellence. Leadership Experiences. Collaborative Training.) program, which will develop physicians who will lead in the face of health care reform. Another great example is what's happening on 7B, where colleagues are tapping into their creativity as they care for our diverse patients (see story on page 10). The rollout of AIDET, a new initiative to improve communication (see story on page 8), also has innovation written all over it.

If you have an idea, share it with your supervisor. With the right team, your crazy idea could become reality.

*Harry Lukens, Chief Information Officer*



# » 5 Things

## About Harry Lukens (and his team)

Learn why he was named  
one of the world's best  
chief information officers

Of the 17,000 chief information officers (CIO) worldwide, we have one of the best. Harry Lukens was named a 2010 Top 10 Breakaway Leader by Global Insights. Lukens, who also is our senior vice president and leads our information services (I/S) department, is the first CIO from a health network to ever make the list. As Lukens would say, he's just the "captain of the ship." His crew does all the work. Here are five things that help Lukens and his team stand out.

1

### Innovation

Many of the technologies we've been using—like medication bar-coding, computer-assisted physician order entry, automated discharge, electronic medical records, the advanced intensive care unit and telehealth program—are only now starting to reach other health care organizations. "We're so far ahead of the curve that we're a model for other hospitals," Lukens says.

2

### Community support

When Lukens became our CIO 16 years ago, morale in I/S was low. "One of the first things I did was encourage colleagues to give back to the community," he says. It was the team-building exercise they needed. Now I/S has one of the lowest turnover rates in the health network. "Whether we're donating trees to the Lehigh Valley Council of Churches or jack-o-lanterns to nursing homes, we believe in giving back."

3

### Wild ideas

Lukens created the Wild Ideas Team (WIT for short), a group of I/S colleagues who use creativity to discover new innovations in health care technology.

"We may be experts at what we do for a living, but our lives outside of work make us experts in other areas," Lukens says. "WIT harnesses those outside interests and uses them to discover new ways of providing quality care."

4

### Enthusiasm for change

Lukens and his team play a major role in our System for Partners in Performance Improvement (SPPI) initiative as we discover more efficient ways to deliver care. "We're currently lending our technical know-how to help with inpatient flow, operating room flow and patient access," he says.

5

### Preparation for the future

Managing data is one of the biggest challenges Lukens and his team are working to overcome. "Every patient that walks through our doors creates data," he says. "Without accurate data, we can't construct benchmarks. Without benchmarks, we can't measure outcomes and won't know where we need to improve."

—Matthew Burns





"Photo: [www.ambreepresentations.com](http://www.ambreepresentations.com)"

# Quiet Please... Healing in Progress

How we're making patient rooms  
a tranquil place to get well

If you've ever been kept awake by a dripping faucet, windy storm or snoring spouse, you've experienced the frustration of a sleepless night and the exhaustion it causes the following day. Being ill and tired makes you feel even worse. That's why we're taking steps to make our hospitals as quiet as a forest after a snowfall.

As part of our Patient-Centered Experience (PCE) initiative to enhance every patient's and visitor's experience within our health network, we're conducting a noise reduction pilot on nine units network-wide. "We're focusing on units with semi-private rooms," says Tim Docherty, co-project leader and environmental health and safety manager. "That's where patients are telling us—through Press Ganey surveys—we have the greatest room for improvement."

Based on methods proven to work at other hospitals, here's how we're creating a more restful environment where patients can heal.

—Rick Martuscelli



## Bedtime behaviors

→ Lights will be dimmed and hallway doors will be closed overnight in patient rooms. A closed door can reduce noise levels by 90 percent. Colleagues on each unit will determine the time span that best coordinates with their patients' needs.



## Earplugs please

→ For several years, fine hotels and airlines have known that earplugs can reduce noise a remarkable 33 decibels. On our pilot units, each patient will be given the option to wear earplugs. Patients who choose to use them will receive instruction on how to insert them properly.

## Give me a sign

→ Eye-catching signs at unit entrances will kindly remind visitors to be quiet. Another sign will be placed between the TVs in each room. It asks patients and visitors to put their cell phones on vibrate, speak softly and lower the TV volume. Spanish versions will be posted when needed.







## Reducing alarms

→ A study done in another hospital's 15-bed critical care unit found that in 18 days, 17,000 alarms can sound (like the one that goes off when a pulse oximetry device falls off a patient's finger). The study notes that many alarms do not require caregivers to take immediate action. Colleagues on test units will review the current alarms, meet with team members and look into adjusting the threshold (minimum) levels that activate such alarms. This will reduce unnecessary noise and help caregivers identify true emergencies more quickly.



## Patient follow-up

→ Members of our noise reduction team will visit patients on pilot units multiple times per week to ensure we're doing everything possible to create a quiet environment. We'll also monitor patient satisfaction results to determine if our efforts are creating a peaceful environment. The initiatives that work best will be rolled out network-wide.

## Your Role in Reducing Noise

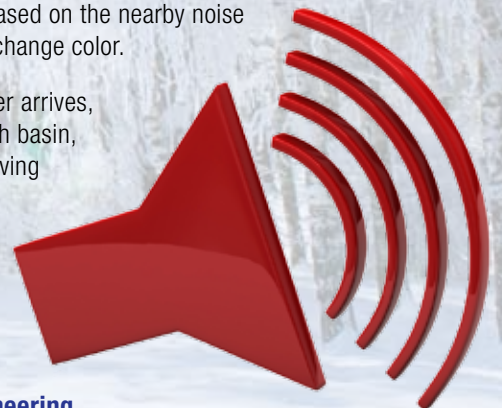
**We're taking steps to reduce noise outside of patient rooms. Here's how you can help.**

**LOOK AT THE LIGHT** → A noise-monitoring device will be placed at every pilot unit's nurses' station. The device looks like a traffic signal with lights that change from green to yellow to red based on the nearby noise level. These lights serve as a reminder to keep the noise level down when the lights change color.

**EMPTY THE BASIN** → If a pneumatic tube carrier is in the catch basin when another arrives, the "THUMP" of plastic hitting plastic startles patients. If you see a carrier in the catch basin, remove it and place it in its proper place. Consequently, there will be room for an arriving carrier to land on the basin's padded surface.

**REQUEST A SENSOR** → Patients are alarmed by the "BANG" of someone striking a metal plate to open an automatic door. That's why we're replacing the plates with motion sensors. Because motion sensors are touchless, they reduce noise and improve infection control.

**To get a motion sensor on your unit, submit a work request at [lvh.com/engineering](http://lvh.com/engineering).**



# Recruiting the Next Physician Leaders

Our SELECT partnership with USF changes the landscape of medical education



**SELECT group** – (L-r) Martin Martino, M.D., our health network's director of robotics and minimally invasive surgery program in gynecologic oncology, and a University of South Florida (USF) alum; Jennifer Moyer, director of strategic initiatives for USF; Alicia Monroe, M.D., vice dean of educational affairs for USF; and Ronald Swinfard, M.D., our chief medical officer, led the first open house to inform prospective medical students about our collaborative and innovative program, SELECT.



It began with a shared dream—a dream bright enough to forge a partnership. The physicians and staff of our health network have a long-standing commitment to excellence in medical education. The deans and faculty at the University of South Florida (USF) use innovative teaching methodologies and state-of-the-art technology to educate medical students.

Together, we share the same vision for the future—and together, we will cross geographic boundaries to cultivate tomorrow's physician leaders through a new partnership program called SELECT (Scholarly Excellence. Leadership Experiences. Collaborative Training.). This program will educate doctors to adapt and anticipate in what will be a very different health care environment in the future. "Teaching hospitals like ours must be committed to developing new and innovative ways to educate doctors so they can be the drivers of the reform this country so desperately needs," says Ron Swinfard, M.D., our chief medical officer. "I'm confident this new structure will allow us to provide multifaceted education to a greater number of future physicians."

SELECT students will spend their first two years taking classes at the USF College of Medicine in Tampa, Fla., where they will build the educational foundation that prepares them for transition to advanced studies here on our health network campuses. While here, the medical students will practice in our hospitals, health centers and community clinics, gaining a wealth of experience caring for diverse patients in a wide variety of health care settings. They also will be immersed in health care safety, quality, leadership, management and policy studies, as well as clinical curriculum. The first medical students from USF Health will begin the SELECT program in Florida in fall 2011 and arrive in the Lehigh Valley in the summer of 2013.

Through SELECT, our health network will contribute to a pool of highly qualified physicians that will practice in our

community. On average, our health network recruits 70 new physicians to the area each year. Some of the most successful recruits are those who grew up in the area or went to medical school within 150 miles of the Lehigh Valley. "We expect our retention of medical students to grow because they will have a two-year embedded relationship with our community, rather than a one-month rotation characteristic of traditional teaching programs," Swinfard says. This will become increasingly important as our population ages—Pennsylvania and Florida lead the nation in the proportion of the total population that is 65 and older.

These physicians will be prepared for health care reform and the new paradigm for health care delivery. That's because the SELECT curriculum was designed around the findings of a Josiah Macy, Jr. Foundation report. It recommends alterations and enhancements to existing medical schools' program curricula so graduating physicians will be prepared to respond to the challenges facing modern medicine in a world of accelerated change. "The physician leaders coming out of the SELECT program will work with other members of the health care team to deliver high-quality, integrated patient care while managing costs, reducing medical errors and addressing disparities in care," says Stephen Klasko, M.D., chief executive officer of USF Health and dean of the College of Medicine.

Our health network held an open house on Oct. 30 for prospective SELECT students who will begin medical school in fall 2011. There will be similar events here this winter for students interested in applying for the fall 2012 academic year. *Due to strict protocol, all inquiries about admission to the SELECT program MUST go through the USF College of Medicine Admissions Office at 813-974-2229, option 1.*

—Amy Koch





# Forming Bonds Through Communication

It helps reduce anxiety and build loyalty

“Every person we meet takes the time to tell us who they are and what they’re going to do to my precious baby. They are brilliant healers, no matter what their role.” These heartfelt comments—taken from a grateful mother’s patient satisfaction survey—remind us that even our simplest interactions can have significant meaning to the people who come to us for care.

“We sometimes underestimate how anxious and vulnerable our patients and families feel,” says senior vice president for quality and patient safety Anthony Ardire, M.D. “By using clear, consistent and positive communication, we can reduce their anxiety and earn their trust.”

Effective communication also:

- Promotes patient compliance
- Improves clinical outcomes
- Reduces complaints
- Improves patient satisfaction
- Improves quality and safety
- Reduces risk and malpractice suits

When communication includes listening as well as telling, patients and families feel respected and a bond is formed. “We capture their hearts by developing a trusting relationship, showing that we care and reducing their anxieties. Communication also helps build loyalty, which is a key to our health network’s long-term success,” Ardire says.

To help us capture more hearts, Ardire recently introduced the health network to a standardized communication tool called AIDET. Developed by the Studer Group, a leading health care consultant, AIDET is easy to learn and used by hundreds of health care organizations nationwide. It will help us enhance the experience every patient and visitor has within our health network, which is the goal of our Patient-Centered Experience (PCE) initiative.

Ardire remembers the first time he witnessed the tool’s powerful effects. “The techniques were simple, but the impact was substantial when consistently used by all caregivers,” he says. Several departments including 6T, 5A, the transitional trauma unit, radiology and the Lehigh Valley Hospital–Cedar Crest emergency department have already increased their patient satisfaction scores with the help of AIDET. Based on this success, the tool will now be taught to all colleagues.

“Whether you’re at the bedside, behind a desk or on the telephone with a patient, your communication impacts patient care,” says senior vice president of human resources Mary Kay Grim. “AIDET will keep our communication focused and consistent, which is good for our relationship with patients, families and one another.”

Your department head will share specific details about the AIDET rollout in the coming weeks.

## AIDET in Action

AIDET stands for the five fundamentals of effective communication. When interacting with patients, family members or colleagues, you should:

- A**CKNOWLEDGE them by name; make eye contact
- I**NTRODUCE yourself, your role and purpose
- D**URATION (*describe how long it will take to meet their needs*)
- E**XPLAIN in everyday language what will happen next
- T**HANK them

**AIDET** can be used in person or on the phone, and can be adapted for any situation, whether you’re interacting with a patient, family member, visitor or colleague. **Here are two examples:**



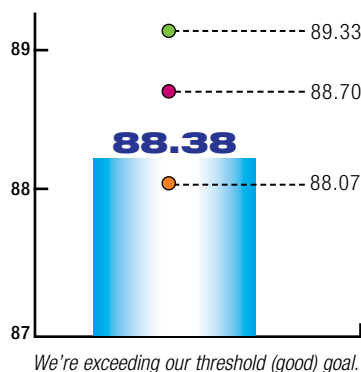
### Help us reach our goals!

You play a vital role in helping us meet our **overall patient satisfaction and cost-per-case goals**. If your hard work helps us meet these goals and our health network's overall financial goals by the fourth quarter, you may be rewarded.

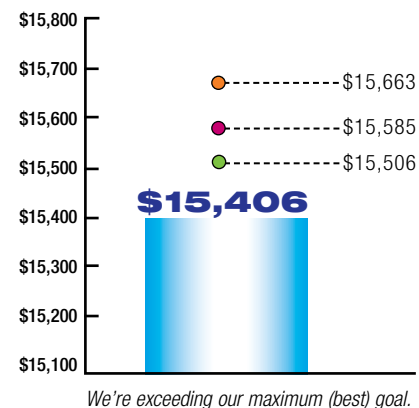
#### OUR FY 10 GOALS

- **Threshold** (Good)
- **Target** (Better)
- **Maximum** (Best)

### Patient Satisfaction



### Cost Per Case (lower is better)



## 1

### COLLEAGUE TO PATIENT ↴



- DIANE ▶ SEMMEL** Good afternoon. My name is Diane. I'm an EKG technician and I'm here to connect your holter monitor. How are you?
- PATIENT ▶** I'm a little nervous. Those wires look very confusing.
- DIANE ▶** That's understandable, but I have good news. I've been doing this for many years and have cared for thousands of patients. It will only take 10 minutes to get everything connected. You don't have to touch the wires at all. You just have to wear the monitor overnight and come to your appointment tomorrow so we can remove it. Then, the doctor will look at the test results to see how your heart is working. You'll know the results before you leave the office.
- PATIENT ▶** Great. I can handle that.
- DIANE ▶** I'm glad. Thank you for sharing your concern and for choosing our health network. Do you have any other concerns or questions?

## 2

### COLLEAGUE TO COLLEAGUE ↴



- DAVID ▶ PUCKLAVAGE (LEFT)** Hi. I'm David from information services. I'm here to make sure your CPO is working properly. Are you having any problems?
- DONALD LEVICK, ▶ M.D. (RIGHT)** Actually, I was just going to call you guys. I can't log on this morning.
- DAVID ▶** I'm sure that's frustrating. Let's try logging on together. If that doesn't work, I'll need about 10 minutes to check your system and get a better idea of what's going on. Will that be OK?
- DONALD ▶** Absolutely. We need to see those records right away.
- DAVID ▶** Thanks for being so patient. I'll do my best to get you up and running as soon as possible.

—Gerard Migliore



# Creativity in Diversity

## 7B designs fun ways to learn about caring for patients from different cultures

*La pierna. El brazo. El pie.* These are some of the vocabulary words the 7B nursing staff practices to enhance their Spanish-speaking skills. By using the Spanish words for leg, arm and foot, respectively, colleagues can communicate more effectively with Spanish-speaking patients.

"Many of our patients are non-English-speaking and come from different cultures," says patient care specialist Diana Pabon-Hurtzig, R.N. "Nurses were looking for better ways to understand and communicate with patients who speak other languages." To accomplish this goal, the council created the diversity club to devise ways to help colleagues connect with and care for patients from diverse backgrounds.

The diversity club launched a newsletter to introduce colleagues to the wide variety of cultures and ethnicities in the Lehigh Valley. "In the first issue, we featured all kinds of Spanish phrases and cultural tips," Hurtzig says. "The newsletter has since grown to include other languages and cultures."

To complement the newsletter, the diversity club created a poster to display on the unit. The content of the poster changes often to reflect the diversity present on 7B. "We currently have Spanish phrases on the poster, but soon we're going to have facts about Nigeria and nursing care in Nigeria," Hurtzig says.

The diversity club has made the learning process fun. "The first thing we focused on were body parts in Spanish," says Hurtzig. "I went around the floor, quizzed the nurses and gave them candy when they got an answer right."

The studying has been worth it. While not a substitute for calling an interpreter, "the Spanish-speaking patients love that nurses can ask them, 'How are you today?' or 'Do you have pain?' in Spanish," Hurtzig says. "It really helps make the patients feel comfortable." The patients aren't the only ones to benefit. "Colleagues really like being able to speak with and understand patients," she says. "I've been hearing from some of the nurses that they're now interested in learning another language."

To celebrate the diversity of the nursing staff themselves, colleagues held a special luncheon. Every staff member brought in food from his or her own culture to share. "Staff buy-in is essential for this kind of program, but it's been easy," Hurtzig says. "Colleagues have been extremely enthusiastic about all of this."

**"Many of our patients are non-English-speaking and come from different cultures. Nurses were looking for better ways to understand and communicate with patients who spoke other languages."**

*Diana Pabon-Hurtzig, R.N.*



For more information on cross cultural communication and tips to understand patients' cultural backgrounds, visit the intranet (lvh.com) and click on the Cultural Competency Resource Center banner ad.

—Lauren Fetterman





# She Encourages Women

## Renae Barndt Stonehouse is passionate about ensuring women get mammograms

Renae Barndt Stonehouse didn't know any other radiology professionals growing up. Yet something drew her to the profession. "I was a senior at Emmaus High School," she says. "I woke up one morning and decided I wanted to be an X-ray technologist."

So she studied at the former Allentown Hospital School of X-ray Technology, graduated, and then started in what was then the hospital's radiography department. Thirty-five years later, Stonehouse remains at Lehigh Valley Hospital—17th Street, where she serves as team leader at Breast Health Services.

Over the years she's seen numerous changes in mammography. "When I started performing mammographies in the early 1980s, the images were on Xerox-type paper, and they weren't very detailed," Stonehouse says. "If a tumor was found, mastectomy used to be the only option."

Today digital mammography allows for early detection, diagnostic tests like core-needle biopsies ensure more accurate treatment, and surgical procedures like lumpectomy preserve as much of the breast as possible. "Now our breast cancer patients see better cosmetic results," Stonehouse says.

Her passion for breast health is why Stonehouse advocates annual clinical breast exams, annual mammograms and monthly breast self-exams for all women over age 40. It's also why she's driven to help patients connect with resources to help them. For example, if she learns a patient doesn't have health insurance, she'll help her find assistance from various places, including our financial counselors, Lehigh County programs and Avon grant funding.

She's especially excited that our health network is selected to be part of the National Cancer Institute's Community Cancer Centers Program (NCCCP). Part of that program will include expanding the nurse navigator and community outreach programs at Lehigh Valley Hospital—17th Street. "That means we'll be screening more patients and protecting the health of more women," Stonehouse says.

Even after 35 years on the job, Stonehouse says she looks forward to coming into the office every day. "I see the courage and strength of women who go through breast cancer treatment, and it makes me more determined to help women care for themselves through regular screenings," she says.



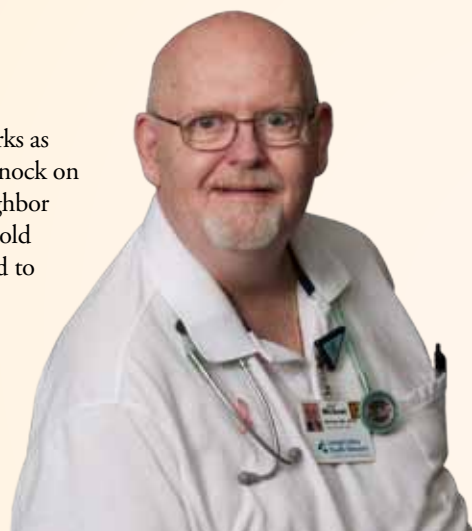
## Get the Distracted Driver App

Every year, 6,000 Americans die in car accidents caused by distracted driving—and cell phone use is by far the greatest distraction. In October, we launched a public awareness campaign to encourage all drivers to put down their cell phones and make the commitment not to talk or text while driving. You can help make the roads safer by downloading our free smart phone application. Using the GPS in your phone to sense motion, this app automatically responds to incoming texts with a message that lets senders know you are driving and will get back to them when it is safe to do so. Visit our health network's microsite, [celllimitzero.com](http://celllimitzero.com), to download the free app.

## He's an Advocate

When Michael Arnold moved into a new apartment complex, he told his neighbors he works as a behavioral health technician at Lehigh Valley Hospital–Muhlenberg. “I invited them to knock on my door if they have questions about health care,” he says. One night, Arnold’s elderly neighbor came knocking when his wife, who has a prosthetic leg, had fallen and couldn’t get up. Arnold helped her up and suggested she call an ambulance. When the ambulance arrived, she asked to be taken to Lehigh Valley Hospital–Muhlenberg’s emergency department even though she had never before come here for care. The woman suffered no injuries and commented on the speed and courtesy of our staff. “It feels good to help and be an ambassador for our health network,” Arnold says.

**Are you an advocate for our health network?** If so, call 484-884-3175 or e-mail [Richard.Martuscelli@lvhn.org](mailto:Richard.Martuscelli@lvhn.org) and share your story in *CheckUp*.



## facebook

### What our fans are saying

#### The Wall

Displaying 2 of 53 wall posts.

**Rick Woods** wrote on Oct. 20

Excellent (distracted driving) marketing campaign! I love the billboard and lawn signs. Very creative and more importantly, useful to all drivers (young and old) to follow and adhere to. Kudos to the creative and marketing teams!

**Sandra Aviles-Alvarez** wrote on Oct. 16

With the loving care of the NICU staff, (my daughter) was discharged 4/16/10 ... Thank you for all your help and support!

#### Join the conversation

at [facebook.com/lvhealthnetwork](http://facebook.com/lvhealthnetwork)

## The Buzz in Our Community

- A patient and Lafayette College’s theater department donated 1,000 paper origami cranes to the Pediatric Specialty Center. *The Morning Call* and B104 (WAEB-FM) covered the event.
- *HealthLeaders* magazine featured our **advanced intensive care unit**, mentioning the results of our research study and the lifesaving benefits it provides.
- To help promote our recent event, “**Hypertrophic Cardiomyopathy (HCM)—The Silent Threat**,” *The Morning Call* ran two articles and blogs. *The East Penn Press* also covered the event.
- Our **distracted driving public awareness campaign** kickoff event was covered by *The Morning Call*, *Bethlehem Press*, Lehigh University’s student newspaper the *Brown and White*, 69 News (WFMZ-TV), Blue Ridge TV-13 News, Service Electric TV-2 News and PennDot’s Take 5 newsletter.
- 69 News (WFMZ-TV) covered an event that reunited patient Dennis Romero and his wife with intensivist **Jennifer Rovella, D.O.**, infectious diseases specialists **Jaan Naktin, M.D.**, and **Luther Rhodes, M.D.**, and infection control’s **Terry Burger, R.N.** The event also was broadcast live at <http://lvhn.org/ustream>.

—Matthew Burns

**Read and view our news.** Go to [lvhn.org/news](http://lvhn.org/news) or visit the Network News section of the intranet ([lvh.com](http://lvh.com)) to see news clips (updated monthly).



## A Guide to Our Care



### Cool Heart Attack Care

We're one of the first hospitals in the nation to use body-cooling technology (therapeutic hypothermia) to save and improve the lives of patients who suffer a severe heart attack. This technology lowers the body's core temperature, slowing metabolism and preventing dangerous swelling that can occur when a heart attack prevents blood from flowing to the brain. We're one of six heart centers in the nation chosen to study therapeutic hypothermia's impact on heart attack survival.

### Region's Neurosurgery Leader

Look for new TV commercials featuring our state-of-the-art neurosurgery services. The ads will tell our community that we provide intricate surgery to remove brain tumors, implant an artificial disc to eliminate back pain, and help people recover from a stroke. You'll see the commercials on WFMZ-TV.



### A New PLACE for Cancer Survivors

The Mary Rose Muhr Slemmer Survivor PLACE (Programs for Living After the Cancer Experience) is a health network program to help people cope with survivorship issues. The program includes preventing, detecting and treating complications from cancer. It received the Academy of Oncology Nurse Navigators 2010 Excellence in Navigation and Survivorship Awards for Outstanding Survivorship Initiative at its annual meeting in September. If you know someone who can benefit from our Survivor PLACE, encourage them to call 610-402-CARE to schedule an appointment.

### LVPG Practices Recognized as Patient-Centered Medical Homes

Seven LVPG primary care practices have been recognized by the National Committee for Quality Assurance (NCQA) as level three Patient-Centered Medical Homes (PCMHs)—the highest level of recognition. NCQA provides the only national standard for practices transforming into medical homes, and achieving NCQA recognition requires dedication to high-quality, patient-centered care. Strengthening primary care, through models such as the PCMH, is a key step in improving health care while reducing health care costs.



### Transforming Emergency Care

Renovations at Lehigh Valley Hospital–Muhlenberg's emergency department (ED) will result in faster, safer and more efficient patient care. The renovated ED will include a 13-bed rapid assessment unit. Patients will quickly register using kiosks instead of waiting in line at the registration desk. Upon arrival, patients will be evaluated by a physician instead of a triage nurse. This will increase the speed at which patients receive tests or treatment and are discharged.



## Do Your Part ... Park Smart

Are you a colleague who parks in a patient parking lot at Lehigh Valley Hospital–Cedar Crest? If so, you're taking away a parking space from six to eight patients per eight-hour shift. That's why security staff will begin issuing warnings for illegal parking on Dec. 1. Beginning Jan. 1, they will issue you a \$15 parking ticket for parking illegally. Because easy access to care is important to our patients and their family members, do your part and park smart. Follow signs and always use parking areas designated for colleagues. Visit the intranet ([lvh.com](http://lvh.com)) or see your department head for a parking map and additional details.

## Pride in Our People



### Superior Transplant Results

The Transplant Center of the Lehigh Valley received a 2010 Bronze Award from the Donation and Transplantation Community of Practice for superior kidney transplant results, ranking it among the top 20 percent of all transplant centers nationwide. Criteria included overall rate of transplantation and post-transplant survival rates. Jesse Gonzales (left), with chief of transplant services Michael Moritz, M.D., was the recipient of one of the center's 54 kidney transplants so far this year.

### She's on the Dean's List

As her department's dean of wellness, Lori Izzo, R.N., doesn't just "talk the talk"—she "walks the walk." A cyclist and triathlete, Izzo makes exercise a priority and shares her passion for healthy living with colleagues in risk management/patient safety. This year, she motivated them by maintaining a wellness bulletin board, offering incentives to visit the farmer's market and holding walking contests. Her enthusiasm and dedication earned her a spot on the Well U. Dean's List for the first quarter.



### We're One of the Best

The University HealthSystem Consortium (UHC), which rates academic medical centers (AMC) on mortality and re-admission rates, ranks us as one of the top five AMCs in the nation. UHC senior vice president and chief medical officer Mark A. Keroack, M.D. (left), and president and chief executive officer (CEO) Irene M. Thompson presented the award to (l-r) our president and chief executive officer Elliot Sussman, M.D., senior vice president and chief information officer Harry Lukens, and senior vice president of quality and patient safety Tony Ardire, M.D., at UHC's Quality and Safety Fall Forum in San Diego.



# Schedule

For more details on classes (including times, locations and costs), call 610-402-CARE or visit [lvhn.org/checkup](http://lvhn.org/checkup).

## Culture of Wellness

**Dec. 1** – Breastfeeding Baby

**Starting Dec. 2** – Funtastic Fit Kidz

**Dec. 3 and 4** – Preparing for Childbirth Fri.-Sat. Class

**Dec. 4** – Baby Care One Day

**Starting Dec. 6** – Boot Camp

**Dec. 6** – Breastfeeding Monday Morning Mom's Weekly Support Group

**Starting Dec. 6** – Cardio Cross Training

**Starting Dec. 6** – Preparing for Childbirth Series

**Starting Dec. 6** – Zumba

**Dec. 7** – Car Seat Check

**Dec. 7** – UV Facial Skin Analysis Seminar

**Starting Dec. 8 and 15** – Baby Care Series

**Dec. 8** – CPR Family and Friends

**Dec. 8** – Parenting Workshops “10 Ways to Get Your Kids to Listen”

**Dec. 11 and 12** – Preparing for Childbirth Weekend Class

**Dec. 14** – Breastfeeding Baby Class

**Starting Dec. 16** – Chisel

**Starting Dec. 16** – Energizing Yoga

**Dec. 18** – Preparing for Childbirth one-day class

**Dec. 20** – Car Seat Check

**Starting Dec. 20** – Staying Strong

**Dec. 21** – Winter Sports Injury Prevention

**Starting Dec. 22** – Zumba

**Dec. 29** – Safe Sitter Babysitting Program

## Benefits

**Refer a Physician**, Earn \$500

## Special Events

**Dec. 14, 15, and 16** – Retire at Ease

## Employee Discounts

**Print out a Hershey Bears discount card on the “Employee\_Discounts” bulletin board.**

**76ers tickets are available for limited games.** Call Kelly Beauchamps at 610-402-3006 for details.

## LVHN Recreation Committee Events:

**April 18-25, 2011** – St. Thomas, Virgin Islands

**May 15-22, 2011** – Canadian Rockies

**June 2011** – Virginia

**July 11-16, 2011** – New England/Canada Cruise

**Aug. 6-11, 2011** – Grand Canyon, Arizona

**Sept. 23-30, 2011** – Northern California

**Oct. 2011** – North Carolina

**Nov. 7-12, 2011** – Disney World, Florida

Visit the “LVH\_Recreation\_Comm” bulletin board for more details.

# Service Star of the Month



## Surojnie (Suzie) Olall, R.N., 5T

Nominated by Judy Negrete, R.N.

When Suzie Olall, R.N., heard the daughter of colleague Judy Negrete, R.N., was diagnosed with leukemia, she wanted to do everything she could to help. Having recently dealt with her father's health issues, Olall knew what Negrete was going through.

In less than a week, Olall organized a drive to find a bone marrow transplant match for Negrete's daughter. Residents, nurses and coordinators stepped forward to help. Olall also worked with numerous departments to hold fundraisers to help Negrete pay some of the medical bills.

“I've worked at Lehigh Valley Hospital–Muhlenberg since 1978, and it's like home to me,” says Negrete, who nominated Olall for Service Star of the Month. “Seeing these people dedicate their time to my family warms my heart.”

—Matthew Burns

## Congratulations to Award Nominees

**Bonnie Long, L.P.N., 5T, Julia Davis**, Lehigh Valley Hospital–Muhlenberg float pool,  
**Russell Sutton, R.N.**, post-anesthesia care unit

**Dayle Hammons**, Hematology/Oncology Associates

**Usha Rai, R.N.**, progressive coronary care unit

**Maryann Stauffer**, Plastic Surgery Associates of the Lehigh Valley

**Peter Bechtel, M.D.**, resident surgeon

## Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

**To nominate a star**, go to the intranet at [lvh.com](http://lvh.com). Go to the “Find Fast” box and click on **Service Star Nomination**.

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*CheckUp*, a 2010 Aster Gold Award Winner

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# HAPPY ANNIVERSARY

## December 2010

### 35 Years

**Thomas Fichter**  
Clinical Engineering

**Pier Monaco**  
Pharmacy

**Phyllis Trumbo**  
Medical Records

### 30 Years

**Marie Hrinkonich**  
Mammography

**Donna Jones**  
Behavioral Health

**Jerome Oravec**  
Medical Records

**Daniel Ritter**  
Linen Services

**Stephen Vanya**  
Base Service Unit

### 25 Years

**Tina Armellino**  
Pharmacy

**Charlene Bergstresser**  
Home Care

**Barbara Burritsch**  
Messenger Services

**Ladene Gross**  
Nursing Administration

**Christopher Holmes**  
Human Resources  
Administration

**Regina Klein**  
Dept. of Surgery

**Constance Lafaver**  
Pediatric Unit

**Joanne Mann**  
Hospice

**Paula Olexa**  
Information Services

**Bernadette Oravitz**  
Ambulatory Surgical Unit

**Rafael Trinidad**  
Patient Transport  
Services

### 20 Years

**Anthony Adamkovic**  
Pharmacy

**Rhonda Beatty**  
Human Resources  
Administration

**Dianne Dangler**  
Home Care

**Scott Dorney**  
Radiology Administration

**Jeremy Driscoll**  
Information Services

**Lisa Heeps**  
Pharmacy

**Roger Higgins**  
PACU

**Robert Saville**  
PACU

**Tammy Schmick**  
Wound Healing Center

**Kay Young**  
Labor and Delivery

### 15 Years

**Deborah Bishop**  
Operating Room

**Cher Carl-Kline**  
Pediatric Surgery

**Susan Frederick**  
Gynecologic Oncology

**Brian Hardner**  
Facilities

**Shelly Marks**  
Emergency Services

**Michael Sheinberg**  
OB/GYN Associates

**Ann Simard**  
Valley Family  
Medical Center

**Heidi Singer**  
Geriatrics

### 10 Years

**Ann Brezina**  
Muhlenberg  
Primary Care

**Diane Brong**  
The Guidance Program

**Micheline Brunner**  
Nursing Float Pool

**Rebecca Caraballo**  
Mental Health

**Erin Causa**  
6K Medical-Surgical

**Deborah Clauss**  
Burn Center

**Brenda Covely**  
Claims Adjudication

**Sally Geary**  
LVPG Billing

**Marilyn Gonzalez**  
Central School Health

**Amy Heckman**  
Electrophysiology Lab

**Vincent Herbert**  
Security

**Michele Hoole**  
O.R. Course

**Georgia Kremus**  
LVPG Collections

**John Lenner**  
Engineering

**Eilidh Lipp**  
Human Resources  
Administration

**Jennifer Maloney**  
Psychiatric Rehabilitation

**Carla Martucci**  
Kerry Miller, M.D.

**Pamela Olivieri**  
Lehigh Valley Heart and  
Lung Surgeons

**Kimberly Pace**  
Nursing Float Pool

**Robert Penn**  
Security

**Angela Pistoria**  
Burn Center

**Rashel Richardson**  
Acute Coronary Care Unit

**Cathy Schoenberger**  
Patient Transport Services

**Lillian Watson**  
Behavioral Health

**Dawn Weiss**  
Surgical Specialists/Trauma

**Meghan Ziegenfuss**  
Operating Room

### 5 Years

**Jennifer Anllo Klinger**  
Plastic Surgery

**Marjorie Bell**  
Cancer Center

**Janet Bolton**  
Risk Management

**Christopher Bonner**  
ICU

**Anne Clay**  
Pharmacy

**William Coe**  
LVPG Float Pool

**Martha Crownover**  
Emergency Services

**Ronald Davis**  
Pharmacy

**Deborah Deddo**  
Plastic Surgery Associates  
of LV

**Mark Flamisch**  
Marketing & Public Affairs

**Carol Gawlik**  
Children's Clinic

**Marian Gericke**  
6C Medical-Surgical

**Barbara Gottshall**  
Plastic Surgery Associates  
of LV

**Gwen Grabias**  
LVPG Billing

**Tim Heimbach**  
Imaging In-House  
SVC Prog

**Marsha Henritzy**  
6B Renal Medical-Surgical

**Kimberly Horton**  
MICU/SICU

**Shannon Huffaker**  
Electrophysiology Lab

**Lacey Jones**  
MICU/SICU

**Theresa Kirschman**  
Information Services

**Cory Kukuvka**  
Rehab Services

**Tammy Lacey**  
Operating Room

**January Ladd**  
LVPG Billing

**Heather Lauer**  
Patient Transport Services

**Michelle Luizer**  
ABC Family Pediatricians

**Jason Makin**  
Lehigh Valley Anesthesia  
Services

**Ann Mowrey**  
Emergency Services

**Donna Myers**  
Plastic Surgery Associates  
of LV

**Gina O'Leary**  
LVPG Diabetes/  
Endocrinology

**Angela Panzarella**  
Clinical Services

**Maria Parra**  
Children's Clinic

**Rebecca Reidenhour**  
Kutztown Primary Care  
Associates

**Tia Reisenwitz**  
Radiology

**Gregory Romano**  
4T Medical-Surgical

**Tracey Seidel**  
Dept. of Surgery

**Susan Shoenberger**  
Lehigh Neurology

**Melissa Updegrove**  
Psychiatry Insurance  
Billing

**Marika Vermeersch**  
Cardiovascular Research  
Institute

**Melissa Vicente**  
Psychiatry Insurance  
Billing

**Jill Wentz**  
Case Management